



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

LA' FILTER ENTERPRISE

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TABLE OF CONTENT

CONTENT	PAGE
ACKNOWLEDGEMENT	2
COVER LETTER	3-4
PARTNERSHIP AGREEMENT	5-8
BUSINESS BACKGROUND	9-17
MARKETING PLAN	
• Introduction	18
• Marketing Objective	18
• Description Product	19-20
• Target market	21-22
• Market size	23
• Population	24
• Competition	25
• Market Share	26-27
• Sales Forecast	28
• Marketing Personnel	29
• Marketing Strategies	30-33
• Marketing Budget	34

OPERATIONAL PLAN	
• Operational Objective	35
• Process Planning and Operation	36
• Flowchart of operational activity	37-38
• Layout Plan	39
• Production Planning	40
• Business and Operational Hours	41
• Material Planning	42
• Machine and Equipment Planning	43
• License, Permits and Regulations	44-45
• Overhead Cost	46
• Location Plan	47
• Operating Budgets	48
ADMINISTRATION PLAN	
• Introduction	49
• Vision, Mission, Objectives, Motto	50-51
• Organizational Chart	52
• List of Administration Personnel	53
• Schedule Task and Responsibilities	53-54
• Schedule of Renumeration	55
• Administration Budget	56

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INTRODUCTION

LA' FILTER sdn.bhd is an enterprise that includes design, manufacture and market department. Strictly conformed to the international standard and based on the introduction of the advanced technology, varieties of all series excellent elements enclosures and standard filters have been developed.

We are a development and manufacturing organization producing straw filters and bottles to purify the drinking water. The founders of our company have a combined years of experience and are uniquely equipped to provide innovative solutions to industry problems. The company was founded in 2006. Over these years, the company has earned a reputation that has a unique combination of quality, value, trust and reliability. Our company is located in Nilai, Negeri Sembilan.

We striving for the perfect service to completely show our corporate image and product brand. Since the establishment of our company, we uphold the electrical appliance industry as the leading factor to adapt to the rapid progress of technology and the requirements of customers. Our products aim to the public, students and hikers.



LA' FILTER
clarity in every drops

Facing the progress of electrical technology and the development of market company, we aim to set up the international famous brand. Based on the ideas of people-oriented, we making an effort to strengthen the construction. With the development of complete market and product system, the excellent products quality and well service can guarantee the competitiveness for our customers and provide the best value of products and customer service.